



Whitestown Parks Department



Corporate Partnership Opportunities



About us:

MISSION STATEMENT

“Whitestown Parks and Recreation is dedicated to connecting parks and people, by providing environmentally friendly outdoor recreation opportunities for citizens of Whitestown and surrounding communities. We strive to build a greener, healthier community for the children of tomorrow.”

VISION STATEMENT

“Whitestown is flourishing toward a high quality of life through our many parks and recreational activities. Service like these, provide base for the community's physical, mental, and environmental well-being.”

COMPANY HISTORY

Whitestown Parks and Recreation Department hired their first employee in 2014 and has since flourished into a seven person team. This team has established many community partners and created annual, large scale events.

EXECUTIVE STAFF

Nathan Messer
Savannah Solgere
Savanna Haydon
Courtney Johnson

Parks Director
Operations Manager
Operations Assistant
Events Coordinator

Why us?

Your community partnership with Whitestown Parks and Recreation Department is a commitment to the community and surrounding areas for our town.

Your support helps us expand and spread awareness about our parks, events, and activities, as well as your business or organization.

Partnering with our events is a strategy that is gaining popularity in our expanding town. This allows us to take your brand and increase the traction your business/organization is receiving. We will promote your brand and engage the audience before, during, and after the event. This will enable the community to see your brand as a positive image because you are attaching your brand to worthy causes and high-end events.



Recreation on Wheels

Partnership opportunities are now available for the 2020 Recreation on Wheels Program. This program provides toys and games for kids of all ages. We hold activities during the cold months and school breaks in the gymnasium at the Whitestown Municipal Complex. There are a total of 10 guaranteed this year from 5:00 P.M.- 8:00 P.M. There will be opportunities for more activities in the spring and summer months.

June 4th

June 11th

June 18th

June 25th

July 2nd

July 9th

July 16th

July 23rd

July 30th

Aug 6th

Sponsor Benefits	TITLE SPONSOR	PLAYTIME SPONSOR	FRIENDLY SPONSOR
Verbal Acknowledgement of sponsorship by staff at the event.	✓	✓	✓
Social Media mentions.	10	5	2
Logo on Recreation on Wheels t-shirt given to kids who come to three or more.	✓	✓	✓
Logo on event signage and punch cards.	✓	✓	
Logo on specific marketing material and all materials produced by us.	✓	✓	
Logo will be on the Recreation and Wheels Mobile and listed as the Title Sponsor on all platforms.	✓		
TITLE SPONSOR \$1,000.00 (1 Sponsorship Opportunity)	PLAYTIME SPONSOR \$500.00 (2 Sponsorship Opportunities)		
FRIENDLY SPONSOR \$200.00 (5 Sponsorship Opportunities)			

WHITESTOWN PARKS & RECREATION

Whitestown DIY Expo

Partnership opportunities are now available for the 2020 Whitestown DIY Expo on March 21st. Businesses will set up in the Whitestown Municipal Complex Gymnasium to educate the public on many DIY tasks such as changing your own tire or oil, composting, mowing your yard, changing your weed eater line, etc. Presentations can also be given in the Public Hall. This event is free to the public.

Sponsor Benefits	TITLE SPONSOR	FRIENDLY SPONSOR
Logo on the screen in the gym for the entire event.	✓	✓
Social Media mentions.	5	2
Logo on all event specific marketing material.	✓	✓
Booth space available at the event. (No sales)	✓	✓
Logo on all event signage.	✓	
Listed as a Title Sponsor on all event specific marketing material.	✓	
Presentation time available in Public Hall.	✓	
<div>TITLE SPONSOR</div> <div>\$1,000.00</div> <div>(1 Sponsorship Opportunity)</div>	<div>FRIENDLY SPONSOR</div> <div>\$250.00</div> <div>(5 Sponsorship Opportunities)</div>	

Easter Egg Hunt

Partnership opportunities are now available for the 2020 Easter Egg Hunt. We will be partnering with the Sunshine Social Club for this annual event on April 11th. The egg hunt is followed by brunch with the Easter Bunny.

Sponsor Benefits

	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo on marketing material at the event.				
Banner provided by us for the event. (Each Sponsor level will be different sizes.)				
Allowed to set up marketing table at event. (No hard sales.)				
Listed as the Title Sponsor on all event materials.				

<div>TITLE SPONSOR</div> <div>\$1,500.00</div> <div>(1 Sponsorship Opportunity)</div>	<div>GOLD SPONSOR</div> <div>\$1,000.00</div> <div>(2 Sponsorship Opportunities)</div>
<div>SILVER SPONSOR</div> <div>\$500.00</div> <div>(3 Sponsorship Opportunities)</div>	<div>BRONZE SPONSOR</div> <div>\$100.00</div> <div>(5 Sponsorship Opportunities)</div>

2020 Viking Fest

Sponsorship opportunities are now available for the 2020 Viking Fest. We are expecting over 10,000 people at this event in 2020. From April 17th-19th attendees will experience the Viking Way. There will be a variety of vendors that are selling unique items, as well as reenactments, Viking Village, music, and Viking era food.

Sponsor Benefits

	TITLE SPONSOR	PRESENTING SPONSOR	KIDS' FORT SPONSOR	EVENT SPONSOR	SUPPORTING SPONSOR
Business name announced by MC throughout the event.					
Social Media mentions.					
Logo on all event specific marketing material.					
Logo on sign at Kids' Fort as well as listed as official sponsor for the fort.					
Logo on Dragon Boat shields across the bottom of the stage. (30' in diameter.)					
Logo on stage banners 'C'. (Three logos on banner.)					
Logo on stage banners 'B' and volunteer shirts.					
Logo on stage banner 'A' and volunteer shirts.					
Listed as a Title Sponsor on all event specific marketing material.					

TITLE SPONSOR

\$10,000.00

(1 Sponsorship Opportunity)

SOLD OUT

PRESENTING SPONSOR

\$5,000.00

(1 Sponsorship Opportunity)

KIDS' FORT SPONSOR

\$2,500.00

(1 Sponsorship Opportunity)

EVENT SPONSOR

\$1,500.00

(3 Sponsorship Opportunities)

SUPPORTING SPONSOR

\$750.00

(6 Sponsorship Opportunities)

WHITESTOWN PARKS & RECREATION

Summer Concert Series

Partnership opportunities are now available for the 2020 Summer Concert Series. Occurring every Friday from June 5th to Aug 14th, excluding July 3rd for the Independence Day Celebration. The concerts are free to attendees and they will enjoy music on our mobile stage at the municipal complex.

Sponsor Benefits

	TITLE SPONSOR	PRESENTING SPONSOR	EVENT SPONSOR	BOOTH SPONSOR
Logo on all marketing material.	✓	✓	✓	
Able to set up a promotional booth at Friday night concerts.	ALL	ALL	ALL	5
Social Media Mentions.	40	20	10	2
Logo on all event signage.	✓	✓		
Logo on stage banners 'D'.			✓	
Logo on stage banners 'B' or 'C'.		✓		
Logo on stage banner 'A'.	✓			
Concerts will be referred to as the "XXX Summer Concert Series"	✓			

TITLE SPONSOR

\$10,000.00

(1 Sponsorship Opportunity)

PRESENTING SPONSOR

\$5,000.00

(2 Sponsorship Opportunities)

EVENT SPONSOR

\$2,500.00

(4 Sponsorship Opportunities)

BOOTH SPONSOR












\$500.00

(Limited Opportunities)

Family Movie Nights

Partnership opportunities are now available for the 2020 Family Movie Nights. These events will take place the second Saturday of each month. (3rd Saturday in September). They will start in April and end in November, and are free to the public! A movie related activity is held prior to each movie!

Sponsor Benefits

	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo rotating on screen before the showing of each movie.				
Can set up promotional booth or table at movie nights. (No hard sales.)				
Logo on all event specific marketing material.				
Listed as the Title Sponsor on all event materials, and while rotating on screen.				

TITLE SPONSOR <div>\$1,500.00</div> (1 Sponsorship Opportunity)	GOLD SPONSOR <div>\$750.00</div> (2 Sponsorship Opportunities)
SILVER SPONSOR <div>\$500.00</div> (3 Sponsorship Opportunities)	BRONZE SPONSOR <div>\$250.00</div> (5 Sponsorship Opportunities)

Farmers Market

Sponsorship opportunities are now available for the 2020 Farmers Market. The markets will take place at Main Street Park every Thursday night from 5:00 P.M. until 8:00 P.M. starting June 4th and ending September 24th. There will be activities to go along with the themes of a market or there will be live music.

Sponsor Benefits

	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIENDLY SPONSOR
12 x 12 space available for marketing tent at markets.	ALL	ALL	10	8	5
Logo on reusable tote bags handed out at every market.	✓	✓	✓		
Logo on all event specific marketing materials.	✓	✓			
"Presented by XXXX" on all event specific marketing materials.	✓				
"Presented by XXXX" on signage at the market location.	✓				

TITLE SPONSOR \$5,000.00 (1 Sponsorship Opportunity)		GOLD SPONSOR \$2,000.00 (2 Sponsorship Opportunities)	
SILVER SPONSOR \$1,000.00 (3 Sponsorship Opportunities)	BRONZE SPONSOR \$500.00 (5 Sponsorship Opportunities)	FRIENDLY SPONSOR \$250.00 (Unlimited Opportunities)	

Independence Day Celebration

Partnership opportunities are now available for the 2020 Independence Day Celebration on July 3rd at Eagle Church. We are proud to put on one of the best firework displays in Indiana. We have a fun kids area with inflatables. There will be food vendors and live entertainment on our mobile stage.

Sponsor Benefits

	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIENDLY SPONSOR
Logo on 5x3 banner at event.				✓	✓
Space for a 12x12 marketing tent at event. (No hard sales.)	✓	✓	✓	✓	
Logo on all event specific marketing material.	✓	✓	✓		
Logo on stage banner 'D'.			✓		
Logo on stage banner 'B' or 'C'.		✓			
Logo on stage banner 'A'.	✓				
"Presented by XXXX" on all event specific marketing materials.	✓				

TITLE SPONSOR <div>\$6,000.00</div> (1 Sponsorship Opportunity)		GOLD SPONSOR <div>\$3,000.00</div> (2 Sponsorship Opportunities)	
SILVER SPONSOR <div>\$1,500.00</div> (4 Sponsorship Opportunities)	BRONZE SPONSOR <div>\$500.00</div> (5 Sponsorship Opportunities)	FRIENDLY SPONSOR <div>\$250.00</div> (Unlimited Opportunities)	

Boone County Flavor Fest

Partnership opportunities are now available for the 2020 Boone County Flavor Fest. We bring restaurants from right here in Boone County to the Whitestown Municipal Complex for a food and music festival for the community and surrounding areas. This is a free, all ages welcome event!

Sponsor Benefits

	STAGE SPONSOR	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Space for a 12x12 marketing booth at event. (No hard sales.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on all event specific marketing material.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on stage banner 'D'.				<input checked="" type="checkbox"/>	
Logo on stage banner 'C'.			<input checked="" type="checkbox"/>		
Logo on stage banner 'B'.		<input checked="" type="checkbox"/>			
Logo on stage banner 'A'.	<input checked="" type="checkbox"/>				
Logo on Kid Zone Banner.	<input checked="" type="checkbox"/>				
"Presented by XXXX" on all event specific marketing materials.	<input checked="" type="checkbox"/>				

TITLE SPONSOR

\$5,000.00

(1 Sponsorship Opportunity)

GOLD SPONSOR

\$3,000.00

(2 Sponsorship Opportunities)

SILVER SPONSOR

\$1,000.00

(4 Sponsorship Opportunities)

BRONZE SPONSOR

\$500.00

(Limited Opportunities)

6th Annual Whitestown Brew Fest

Sponsorship opportunities are now available for the 2020 Brew Fest. In 2019 we had over 1,500 attendees come and enjoy the live music, home brew competition, and the Indiana brewing companies, wineries, and a cider company. Every year this event continues to grow and we have no doubt 2020 will be a great year!

Sponsor Benefits

	STAGE SPONSOR	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	BOOTH SPONSOR
Space for a 12x12 marketing booth at event. (No hard sales.)	✓	✓	✓	✓	✓	✓
Social Media mentions.	20	15	10	5	2	
Community Partner Tickets and badges for the catered lounge.	20	15	10	6	2	
Logo on all event specific marketing materials.	✓	✓	✓	✓		
5x3 Banner hung on fencing around fest.						✓
Logo on stage banner 'D'.				✓		
Logo on stage banner 'C'.			✓			
Logo on stage banner 'B'.		✓				
Logo on stage banner 'A'.	✓					
First 1,000 cups have logo on them.		✓				
"Presented by XXX" on all social media and event specific marketing materials.	✓					

See next page for sponsorship prices and number of opportunities.

Brew Fest Continued

STAGE SPONSOR

\$10,000.00

(1 Sponsorship Opportunity)

TITLE SPONSOR

\$7,000.00

(1 Sponsorship Opportunity)

GOLD SPONSOR

\$5,000.00

(1 Sponsorship Opportunity)

SILVER SPONSOR

\$2,000.00

(4 Sponsorship Opportunities)

BRONZE SPONSOR

\$1,000.00

(Limited Opportunities)

BOOTH SPONSOR

\$500.00

(Limited Opportunities)

Social Media Mentions

➡ Six months before event.

➡ Three months before event.

➡ Two months before event.

➡ One month before event.

➡ Three weeks before event.

➡ Two weeks before event.

➡ One week before event.




➡ Every day the week of the event and the day of.

2020 See Ya Summer Weekend

Partnership opportunities are now available for the 2020 See Ya Summer Weekend! This package combines two of our most attended events that wrap up a jam packed summer! Boone County Flavor Fest and Whitestown Brew Fest will allow your business double the exposure with a discount for attending both events. If you are a food vendor you are required to attend both events.

Sponsor Benefits

	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
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All benefits from Brew Fest and Flavor Fest under Gold Sponsor.			
All benefits from Brew Fest and Flavor Fest under Silver Sponsor.			
All benefits from Brew Fest and Flavor Fest under Bronze Sponsor.			

GOLD SPONSOR \$6,500.00 (1 Sponsorship Opportunity) SAVINGS OF \$1,500.00	SILVER SPONSOR \$2,500.00 (3 Sponsorship Opportunities) SAVINGS OF \$500.00
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BRONZE SPONSOR \$1,250.00 (Limited Opportunities) SAVINGS OF \$250.00

Safe Trick-or-Treat & Halloween 5K

Partnership opportunities are now available for the 2020 Safe Trick-or-Treat and Halloween 5K. This event is held the Saturday before Halloween each year. Local businesses set up marketing booths in the Whitestown Municipal Complex Gymnasium to pass out treats to the kids. The Halloween 5K follows immediately after. There will be costume and door prizes at the event.

Sponsor Benefits

	TITLE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	FRIENDLY SPONSOR
Logo rotating on screen during safe trick-or-treating.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business logo listed on all event specific marketing materials.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3rd Place Prize given out in the company's name.				<input checked="" type="checkbox"/>	
2nd Place Prize given out in the company's name.			<input checked="" type="checkbox"/>		
1st Place Prize given out in the company's name.		<input checked="" type="checkbox"/>			
Winner of the BIG PRIZE for the best family costume given out in company's name.	<input checked="" type="checkbox"/>				
"Presented by XXXX" on all event specific marketing material.	<input checked="" type="checkbox"/>				

TITLE SPONSOR \$1,500.00 (1 Sponsorship Opportunity)		GOLD SPONSOR \$1,000.00 (4 Sponsorship Opportunities)	
SILVER SPONSOR \$550.00 (Limited Opportunities)	BRONZE SPONSOR \$250.00 (Limited Opportunities)	FRIENDLY SPONSOR \$100.00 (Limited Opportunities)	

Santa's Workshop

Sponsorship opportunities are now available for the 2020 Santa's Workshop. Santa will return to Whitestown for an afternoon of excitement preceding the Santa Parade. We will have a number of treats including: hot cocoa, cookies, candy, crafts, pictures with Santa, and live Reindeer.

Sponsor Benefits

	NORTH POLE SPONSOR	REINDEER SPONSOR	CANDY BAR SPONSOR	CRAFT SPONSOR	ELF SPONSOR	FRIENDLY SPONSOR
Logo rotating on screen during the workshop.						
Business logo listed on all event specific marketing matierals.						
Craft area will be "Presented by XXXX"						
Candy bar area will be "Presented by XXXX"						
Reindeer will be "Presented by XXXX"						
Gifts from Santa "Courtesy of XXXX"						
Listed as Title Sponsor on all event specific marketing material.						

NORTH POLE SPONSOR \$1,500.00 (1 Sponsorship Opportunity)	REINDEER SPONSOR \$1,000.00 (1 Sponsorship Opportunity)	CANDY BAR SPONSOR \$700.00 (2 Sponsorship Opportunities)
CRAFT SPONSOR \$500.00 (Limited Opportunities)	ELF SPONSOR \$200.00 (Limited Opportunities)	FRIENDLY SPONSOR \$100.00 (Limited Opportunities)

Friend of Whitestown Parks

This Partnership will allow businesses to be involved in multiple Whitestown Parks and Recreation events. Many local businesses take advantage of this due to the amount of people from, right here in town, that come to our different events. Below you will see the pricing of the partnerships, as well as the sizable discounts.

- ▶ **Easter Egg Hunt**
- ▶ **Farmers Market**
- ▶ **Halloween 5k**
- ▶ **Family Movie Nights**

GOLD SPONSOR

\$2,850.00

SAVINGS OF \$1,900.00

SILVER SPONSOR

\$1,785.00

SAVINGS OF \$765.00

BRONZE SPONSOR

\$880.00

SAVINGS OF \$220.00

WHITESTOWN PARKS & RECREATION

Partnership Opportunities

Recreation on Wheels

- ___ Title \$1,000
- ___ Playtime \$500
- ___ Friendly \$200

Whitestown DIY Expo

- ___ Title \$1,000
- ___ Friendly \$250

Viking Fest

- ___ Title \$10,000
- ___ Presenting \$5,000
- ___ Kid Fort \$2,500
- ___ Event \$1,500
- ___ Supporting \$750

Summer Concert Series

- ___ Title \$10,000
- ___ Presenting \$5,000
- ___ Event \$2,500
- ___ Booth \$500

Easter Egg Hunt

- ___ Title \$1,500
- ___ Gold \$1,000
- ___ Silver \$500
- ___ Bronze \$100

Family Movie Nights

- ___ Title \$1,500
- ___ Gold \$750
- ___ Silver \$500
- ___ Bronze \$250

Farmers Market

- ___ Title \$5,000
- ___ Gold \$2,000
- ___ Silver \$1,000
- ___ Bronze \$500
- ___ Friendly \$250

Independence Day Celebration

- ___ Title \$6,000
- ___ Gold \$3,000
- ___ Silver \$1,500
- ___ Bronze \$500
- ___ Friendly \$250

Boone Flavor Fest

- ___ Title \$5,000
- ___ Gold \$3,000
- ___ Silver \$1,000
- ___ Bronze \$500

Whitestown Brew Fest

- ___ Stage \$10,000
- ___ Title \$7,000
- ___ Gold \$5,000
- ___ Silver \$2,000
- ___ Bronze \$1,000
- ___ Booth \$500

See Ya Summer Weekend!

- ___ Gold \$6,500
- ___ Silver \$2,500
- ___ Bronze \$1,250

Safe Trick-or-Treat & Halloween 5K

- ___ Title \$1,500
- ___ Gold \$1,000
- ___ Silver \$550
- ___ Bronze \$250
- ___ Friendly \$100

Santa's Workshop

- ___ North Pole \$1,500
- ___ Reindeer \$1,000
- ___ Candy Bar \$700
- ___ Craft \$500
- ___ Elf \$200
- ___ Friendly \$100

Friends of Whitestown Parks

- ___ Gold \$2,850
- ___ Silver \$1,785
- ___ Bronze \$880

General Information

Please contact Courtney Johnson at (317)800-1090 if you have any questions before submitting. Write company information as you would like it listed on marketing materials. Also, please email your logo to cjohnson@whitestown.in.gov

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

Email: _____

Website: _____

Total Sponsorship : \$ _____

Printed Name : _____

Signature : _____

Return the completed form and a check made out to

"Town of Whitestown" :

Courtney Johnson

c/o Whitestown Parks

6210 Veterans Drive

Whitestown, IN 46075

FOLLOW US



CONTACT

Courtney Johnson

317-800-1090

cjohnson@whitestown.in.gov



Whitestown Parks
and Recreation



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[WhitestownParks](https://twitter.com/WhitestownParks)

www.whitestown.in.gov/parks

WHITESTOWN PARKS & RECREATION